



JOIN US AS WE GEAR UP FOR FALL RECRUITMENT 2018!

New Member Coordinator & 2018 Fall Recruitment Sign-Up Night Orientation

SAVE THE DATE!

Saturday, August 4, 2018

9 AM to 12 PM

**Cushman Watt Scout Center
2333 Scout Way, Los Angeles, CA 90026**

THE GAME PLAN

Sustaining strong membership in a unit depends not only on having new members join the unit, but also on engaging youth and their families in the unit experiences so that they feel *Welcomed* and want to stay. The role of the *New Member Coordinator* is to ensure that both *keys to success* take place.

The Greater Los Angeles Area Council is proud to introduce *Scout Me In*, the new **FAMILY SCOUTING** recruitment campaign that invites all kids and families in America to be part of the life-changing experience that is Scouting.

The tagline, *Scout Me In*, celebrates the BSA's historic decision to serve families and welcome girls and boys into Scouting so they can experience the character-building fun and adventure the program brings to life in communities across the country.

During your attendance at this orientation you will not only become trained in your role as a *New Member Coordinator*, but you will also learn the GLAAC's strategies for success to ensure that ALL school-aged youth within in our council boundaries are given the opportunity to take part in the fun and adventure that will help them to build the confidence to find and forge a path to their own best self – today and in the future.

The NEW MEMBER COORDINATOR position

- Is designed for EVERY type of unit, EVERY age level and EVERY program.
- Uses a TEAM approach, encouraging more than one NMC in each unit, so that it's fun & engaging for everyone.
- Allows NMC team members to tailor their volunteerism to individual interests/expertise and the particular needs of the unit.
- Is recruited and supported by key unit leadership.
- Is mentored by the District Membership Chair and becomes part of the District Membership team.
- Is visible and easily identifiable at unit gatherings through their welcoming smiles, but ALSO through the new BSA "Welcome" logo they display and wear (rather than a uniform).

BENEFITS

The BENEFITS of having New Member Coordinators can be substantial!

- Continuing engagement of youth and families rather than many leaving after only a few weeks.
- Healthier units with a higher level of volunteerism.
- More youth developing character, learning new skills, having fun and adventure.
- Districts are strengthened by the creativity, collaboration, and connections of the New Member Coordinators.
- Councils meeting membership goals for both recruitment and retention.

HOW?

The KEY to growing Membership is forming WELCOMING RELATIONSHIPS!

THREE PARTS OF THE ROLE all involve WELCOMING

The most important responsibility is Guiding New Members through Joining & Engagement

Want More Info?

**Contact your District Membership
Chairman or District Executive**

SCOUT ME IN™